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# ICO NEWSLETTER

VOL. IV No. 11

ICO NEWSLETTER

Jan.-Feb. 1964



## Kushner's Korner

It doesn't seem possible that two months have gone by since I wrote my last "Korner". As usual, we have been busy. The children were home for the Christmas vacation . . . we had a number of people in and we went to a number of Holiday parties . . . New Year's eve we spent at home with our children . . . New Year's Day, I did what all of you probably did . . ate and ate and watched the football game and ate again.

We had a Board meeting of the Iowa Optometric Association and I started my last quarter as president. We have gained some members, we have made some progress, and we completed plans for a very good educational meeting in April.

1964 is the year in which I will complete half a century as a citizen on this planet. I will start my tenth year in practice in Sheldon, and my tenth year away from ICO. Isn't it amazing how the College grew in spite of having the handicap of being without Kushner?

The Alumni Association started another year. The officers and I hope you will see fit to support our efforts and you will send us your dues, your suggestions, and your comments. In a few days, I will attend the Southeastern Congress, and I hope I will be able to meet with a number of State Chapter Chairmen. Now, since the College has embarked on a building program, we, as Alumni, MUST find ways and means to help. Your officers will meet the day before the AOA Congress, and we invite anyone of you who will be in New York a day earlier to join us and help us to decide how we can best serve our Alma Mater. Is it too early to also ask you to attend our annual meeting?

May I take this means to thank the officers of the Alumni Association publicly for the work they have done in the past and ask them to continue their forward push. Those who helped in the

(Cont. on page 2)

ICO NEWSLETTER

## THE FOCAL POINT

by F. O. Cal, O. D.

Some of you remind me of Venus de Milo, beautiful — but not all there.

Everyone knows that the ICO ALUMNI ASSOCIATION is making large contributions to professional optometry. Everyone knows that these programs cover almost all areas of professional practice.

Everyone doesn't seem to know that each and everyone of these activities require sacrifice of both time and money on the part of your national officers.

It is difficult to believe that anyone would not pay their annual dues and really cooperate with their Alumni Association, if they knew all of the facts. However, some minds are like

concrete, all mixed up and permanently set.

We sometimes feel like a frustrated housewife, it has been stated that housework is what a woman does that nobody ever notices - until she doesn't do it. Because this is true, we receive scads of positively negative communications. On the other hand, worry is like a rocking chair. It gives you something to do, but it doesn't get you anywhere.

The theme for this year is "Be a Member — Get a Member" or "More in '64." The time has come when every alumnus should work for his association, college, and profession. To make

(Cont. on page 10)

## OPTOMETRIST OF THE YEAR



Dr. and Mrs. Floyd Mizener of Downers Grove, Illinois and their children, Curtis, Mark, Allison.

Dr. Floyd D. Mizener of Downers Grove, Illinois, was honored as the "Optometrist of the Year" at the recent Illinois Optometric Association convention in Aurora.

Before entering Monroe College of Optometry in 1946, Dr. Mizener served two years with the Marine Corps in both the Pacific and European theaters of war. He graduated from Monroe College of Optometry in 1948 and began practicing in Downers Grove.

Dr. Mizener was elected president of the Downers Grove Club in 1956 and zone chairman of District Lions in 1957 and 1958. He was active in the local J.C.'s and Chamber of Com-

merce and has served on the Church Council for many years. He is also a member of the Elk's Club.

Dr. Mizener became president of the West Suburban Optometric Society in 1959-60 and accepted the chairmanship of the IOA Committee on Assistance to Graduates and Undergraduates from 1962 to date. He initiated the "Save Our Sight" Lions Club project and the successful "Operations Assist" project.

Dr. Mizener and his wife, Shirley, and their three children, Curtis, Mark, and Allison, reside in Downers Grove, Illinois.

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### THE STAFF

Editor ..... Dr. Ben F. Emanuel  
 Student Editor ..... Harold W. Diers  
 ICO Alumni Coordinator Mary Dragic  
 Photographers..... Barry S. Ephraim,  
 Merrill Bowan

### SMOKERS

A tradition with ICO fraternities is the annual smoker. Held again this year on the two consecutive weekends between Thanksgiving and Christmas recesses Gamma Omega Phi, Omega Epsilon Phi, Phi Theta Upsilon, and Omega Delta Fraternities each planned an evening of food, drink and entertainment.

The purpose of the Smoker is to acquaint the first year students with the members of the organization as well as the functions and ideals of a professional fraternity.

First year students and fraternity members will agree that the four Smokers were a great success again this year.

### KUSHNER'S KORNER

(Cont. from page 1)

past, John Kennedy in St. Paul, George Jessen in Chicago, Walker Matthews in Georgia, John Sugg in Arkansas, and others, laid the groundwork. Now, Kenny Martin, C. K. Hill, Albert Rodriguez, Ben Emanuel and Babe Gardner, are carrying on.

Recently you received a summary of what we did last year and I hope it met with your approval. I will keep you informed on what we will do this year.

As I am writing this to you my son just came in, looked over my shoulder, read part of it and asked me, "Why are you doing all this?" Doing what, Jenny"? I asked back. "Oh, I mean this writing and the stuff you do almost every night on the dictating machine and the many trips you are making." I thought for a while and then I said: "You know I feel I owe this to my profession. I am trying to pay back in a small measure what Optometry and my College have done for me, for you, for mom, for the girls." He looked at me kind of funny, shook his head and walked out of the room. Now I am wondering if it is worth all this. Oh, heck, yes, yes, yes! It is worth it and more. Don't you agree with me?

## DR. GOROSHOW JOINS ICO FACULTY



Dr. Jess E. Goroshow was born in Wonewoc, Wisconsin. His family moved to Denver, Colorado where he graduated from the North Denver High School. He studied electrical engineering at the University of Colorado and received his B.S. degree graduating Cum Laude in 1931. While at the University of Colorado he was a member of the Tau Beta Pi Honorary Engineering Scholastic Fraternity; Eta Kappa Nu Honorary Electrical Engineering Fraternity; Assistant Business Manager "Colorado Engineer" Publication of College of Engineering and, House Manager, Phi Sigma Delta Social Fraternity.

Dr. Goroshow entered Northern Illinois College of Optometry February 1947 and graduated Magna Cum Laude in February 1949. At that time he was the recipient of the Leadership and Service Award. He was a member of the Tomb and Key Honorary Fraternity, President of the Student Council and, Circulation Manager of the Centennial Edition of the NICO Yearbook.

Dr. Goroshow passed the Colorado state board in April 1949 and went into private practice in Denver where he continued to practice through June 30, 1963. He was chairman of the Denver Optometric Study Group from 1955-1957 Vice President and Member of Board of Directors of the Colorado Optometric Association 1959-1961; Chairman, Colorado Optometric Association State Convention 1958, 1959, 1960; Interprofessional Advisor to Industrial Vision Committee of Colorado Optometric Association, 1961-62; Chairman, Colorado Optometric Association By-Law Revision Committee, 1958. In 1959, Dr. Goroshow was appointed to

the Colorado Board of Optometric Examiners for a term of five years. He has served as president, Vice President and Secretary-Treasurer of the Board.

Dr. Goroshow has spent much time on legislative activities for the Colorado Optometric Association.

Dr. Goroshow is a member of the International Association of Board of Examiners in Optometry and served on the Interprofessional Committee 1961-1962 and on the Advisory Law Committee 1962-1964. He was the Colorado delegate to National Meetings for the years, 1961, 1962, 1963. In 1960, he was the recipient of the Optometrist of the Year award from the Colorado Optometric Association. In 1961 he received the "Professional Service" award from the Colorado Optometric Association.

On February 9, 1937, Dr. Goroshow was commissioned 2nd Lieutenant in the Ordnance Corps of the U. S. Army. He entered active duty on March 25, 1940 as a 2nd Lieutenant and was discharged as a Lieutenant Colonel in November 1945. Dr. Goroshow remained in the active reserve. After completing the five-year USAR School course of the Command and General Staff College he was assigned as an instructor. He served as an instructor in the Command and General Staff Course for a period of seven years. In April of 1963, he received a promotion to the grade of Colonel.

Dr. Goroshow has been appointed Assistant Professor of Optometry at Illinois College of Optometry. He and his wife, Hannah, moved to Chicago, Illinois from Denver. They have three married daughters.

## ICO AWARDS HONORARY DEGREES

During the Commencement Exercises on Sunday afternoon, May 31, 1964, honorary degrees will be conferred upon:

**Dr. M. E. Broom**, President, Southern College of Optometry, who will receive the degree, Doctor of Science in Optometry;

**W. Clement Stone**, President, Combined Insurance Company of America, the degree, Doctor of Humane Letters in Optometry, and,

**Roy P. Stealey**, Managing Editor, Professional Press, the degree, Doctor of Humane Letters in Optometry.



DR. M. E. BROOM

Dr. Broom received his A. B. degree in 1921 and the M.A. degree in 1924 from the University of Illinois. In 1931, he received the Ph.D. degree from the University of Southern California. He pursued educational study at the University of Chicago, San Diego State College and the University of Tennessee.

Dr. Broom's record as an educator includes work as a teacher and administrator in public and private schools and school systems, colleges and universities in Illinois, West Virginia, California and Texas. He was Associate Professor of Education at the San Diego State College and assistant superintendent of schools in charge of research and instruction in El Paso, Texas. At least nine other colleges or universities have at one time or another listed him as a faculty member.

A licensed psychologist, Dr. Broom has instructed college courses in psychology and, during World War II, he served the Air Force as Chief, Psychological Section, Medical and Psychological Examining Unit at Amarillo (Texas) Air Force Base.

Dr. Broom was appointed Dean at Southern College of Optometry in 1950 serving in that capacity until he became president in December 1961. In 1961, the Association of Schools and Colleges of Optometry elected him to a two year term as president.

President Broom is a member of the Board of Regents of the Beta Sigma Kappa International Fraternity, the organization that awarded him an honorary D.O.S. degree in 1951.

He is the author or co-author of eight published books and has written more than 200 articles published in educational, psychological and optometric journals.

Dr. Broom is a Fellow of the American Association for the Advancement of Science, and a Fellow of the American Academy of Optometry.

Dr. and Mrs. Broom have one daughter and two grandchildren.



W. CLEMENT STONE

Through his writing, lecturing, and numerous civic and philanthropic activities, Mr. W. Clement Stone, a self-made highly successful businessman, has been devoting more and more of his time to helping others.

"I believe that the primary force in helping or motivating others lies in the attitude of the person who is trying to help," says Mr. Stone.

"To be fully effective, the person trying to motivate others must be endowed with a positive approach — an attitude that will give other persons a real desire to help themselves."

It is this philosophy — a positive mental attitude — that prevails throughout Mr. Stone's writings, the most recent of which is the book, "The Success System That Never Fails." This, too, was the basic theme of his first book published two years ago,

"Success Through A Positive Mental Attitude", of which he was a co-author. Both books are published by Prentice-Hall.

This philosophy of a positive mental attitude, however, is by no means confined to his writings. It is evident in everything he does — in business, in his civic activities, and in his many charitable interests.

In business, Mr. Stone is president of four companies in the Combined group — the Combined Insurance Company of America, with home offices in Chicago; the Combined American Insurance Company, Dallas; the Hearthstone Insurance Company of Massachusetts, Boston, and the First National Casualty Company, Fond Du Lac, Wisconsin.

Mr. Stone, incidentally, sold his first insurance policy at the age of 16. By the age of 20, he had established his own agency, and shortly thereafter created his own national sales organization.

As a businessman keenly interested in the welfare of others, Mr. Stone for many years has published a special monthly magazine, "Success Unlimited," which is "devoted to helping others to help themselves to the good things of life." As a lecturer, he has appeared before audiences in most parts of the world, speaking, for the most part, on the American way of life and the proven principles for achieving success and happiness.

Mr. Stone was one of the founders of the Robert R. McCormick Boys Club on Chicago's northside which makes possible a one year optometric residency at the club, annually. The Post Graduate Residency Grant, made available through the Illinois College of Optometry, is an annual grant of six thousand dollars to an ICO new graduate. The recipient of the grant devotes one year to the Vision Clinic at the Robert R. McCormick Boy's Club where he renders vision care to the boys of the Club. At the end of each year, a new recipient replaces him. Mr. Stone is now president of the Boys Clubs of Chicago.

Among a long list of other organizations in which he maintains active membership are The Foundation for the Study of Cycles of which he is board chairman; member of the board, Boys Clubs of America; CARE, of which he is a director; and trustee of the National Music Camp, Interlochen,

(Cont. on page 4)

**HONORARY DEGREES**

(Cont. from page 3)

Michigan and Interlochen Academy of Fine Arts.

Mr. and Mrs. Stone live in Evanston, Illinois. They have three children and eight grandchildren.



ROY P. STEALEY

Roy Stealey attended elementary and military school in Chicago, Illinois. He graduated from Bloom Township High School. His educational background also includes special courses and college study in journalism and advertising. He was editor of school newspapers and did journalism and advertising with various newspapers, magazines and publicity assignments until the outbreak of World War II.

Mr. Stealey joined the aviation cadet training program of the Air Force in 1941 and graduated as a pilot and 2nd Lieutenant. He was shot down over the Atlantic, rescued by the French who turned him over to the Germans. He spent two years in a prisoner of war camp. While imprisoned, he edited a newspaper, organized classes in journalism and business promotion, and with the aid of the Red Cross, arranged "extension programs" with the University of London. This earned him and other prisoners of war two years of college credit.

Upon returning to the United States, Mr. Stealey served as correspondent for Time magazine. He left Time to become the director of public relations for national trade association and a year later, resigned to accept his present position, managing editor for Professional Press.

During his eighteen years as managing editor, he has written millions of words of analysis, counsel and appraisal of the ophthalmic field as well as 1100 editorials, numerous features, news stories and convention reports.

Mr. Stealey, and his wife, Virginia, live in Glen Ellyn, Illinois, a western suburb of Chicago. They have two children, Michael, a junior at Western Illinois University and, Marna, a senior at Glenbard West High School.

**Undergraduate Guest Lecture**

Weekly seminar lectures in optometry and in allied fields have become an essential part of the second semester, third year curriculum. The purpose of these seminars is to present material essential to the student's academic studies not otherwise covered in the curriculum or to re-emphasize material in a broader context consistent with his present level of professional training. Dean Alfred Rosenbloom announces the following seminars to which area optometrists are cordially invited to attend without charge. All lectures are presented in the mornings of the dates listed below.

January 27, 1964 Topic: Children's Vision

February 3, 1964

February 10, 1964 Speaker: Marguerite T. Eberl, O.D., former Chairman, American Optometric Association Department on Visual Problems of Children and Youth.

February 11, 1964 Topic: Occupational Vision

March 9, 1964

March 10, 1964

Speakers: Reuel A. Sherman, D.O.S., Director, Division of Applied Visual Science, Titmus Optical Company, Inc., Petersburg, Virginia.

J. J. Stewart, Safety Products Manager, Titmus Optical Company, Inc., Petersburg, Virginia.

March 16, 1964 Topic: Motorists' Vision and Highway Safety

Speakers: Robert C. Snellier, O.D., Chairman, Motorists' Vision and Highway Safety Committee, American Optometric Association.

Leslie R. Silvernale, O.D., Assistant Director, Highway Traffic Safety Center, Michigan State University.

Elbert Hugunen, Specialist, Traffic Operations Division, National Safety Council.

March 31, 1964 Topic: Practice Management

April 1, 1964

Speaker: F. R. Kushner, O.D., Member of the American Optometric Association Committee on Practice Management and former Chairman.

April 20, 1964 Topic: Public Health Optometry

April 21, 1964

May 4, 1964

May 5, 1964

May 11, 1964

Speakers: Clarke W. Mangun, Jr., M.D., Regional Program Director, Special Health Service, U.S. Public Health Service and Staff.

Jeremiah Stamler, M.D., Director, Chronic Disease Control Division, Chicago Board of Health.

Edward A. Poszczek, M.D., Field Director, Suburban Cook County TB Sanitarium District.

Aaron Spitzer, M.S., Planning Associate for Health, Welfare Council of Metropolitan Chicago, Associate Field Professor in Health Education, George Williams College.

Felix A. Koetting, O.D., Member of the American Optometric Association Committee on Social and Health Care Trends and former Chairman.

David Simon, O.D., Instructor, Illinois College of Optometry.

## Seminars Announced —

- January 24, 1964 Topic: Factors Related to Perception and Binocular Vision  
 Speaker: Walter M. Lewis, O.D.
- January 31, 1964 Topic: Strabismus and Amblyopia  
 Speaker: Walter M. Lewis, O.D.
- February 7, 1964 Topic: Developing Group Partnership Optometric Practices  
 Speaker: Paul D. Randolph, O.D., Vice President, Department of Education, Illinois Optometric Association.
- February 14, 1964 Topic: Fitting the Aphakic Patient  
 Speaker: E. R. Tennant, O.D., Professor of Optometry, Illinois College of Optometry.
- February 21, 1964 Topic: Lecture-Tour of the Chicago Lighthouse for the Blind  
 Speaker: William O. McGill, Executive Director, Chicago Lighthouse for the Blind, 1850 West Roosevelt Road, Chicago, Illinois.
- March 6, 1964 Topic: Ophthalmic Pharmacology  
 March 13, 1964  
 March 20, 1964 Speaker: Alvin J. Glasky, Ph. D., former Chief, Biochemistry Research Laboratories, Michael Reese Hospital, Institute for Psychosomatic and Psychiatric Research and Training Research consultant, Abbott Laboratories.
- April 3, 1964 Topic: Legal Aspects of Optometric Practice  
 April 10, 1964  
 April 17, 1964 Speaker: Leonard Schanfield, LL.B., L.H.D., College Attorney and Assistant Secretary, Illinois College of Optometry, Secretary, Board of Trustees, Illinois College of Optometry.
- April 24, 1964 Topic: Dispensing Techniques and Procedures  
 Speaker: Virgil Hancock, Ophthalmic Consultant, Shuron Optical Company.
- May 1, 1964 Topic: The Practice of Visual Training  
 Speaker: Bernard E. Vodnoy, O.D.
- May 7, 1964 Topic: Developmental and Remedial Reading  
 Speaker: Helen M. Robinson, Ph. D., Professor of Education, University of Chicago.
- May 15, 1964 Topic: Fundamentals of Illumination for Optometrists  
 Speakers: Eric Church, B.E., F.I.E.S., Past Chairman, Illumination Engineering Society; Vice President, Lighting Products, Inc.  
 Carl Zersen, B.E., F.I.E.S., Managing Director, Chicago Lighting Institute.  
 Lecture-Demonstration will be held at the Chicago Lighting Institute, 140 South Dearborn Street Chicago, Illinois.

## MEET OUR BOARD OF TRUSTEES



Oscar W. Weinstein, O.D.  
 326 West State Street  
 Rockford, Illinois

Dr. Oscar W. Weinstein, O.D., D.O.S., F.A.A.O., graduated from Illinois College of Optometry in 1919. He served in an executive capacity with an optical laboratory for several years, and was also guest lecturer in Practice Management and Dispensing at Illinois College of Optometry.

In 1931, he moved to Rockford, Illinois, where he established his private practice in his chosen profession. Through his efforts, the Winnebago County Optometric Society was organized, and he served as President and Public Relations Officer for 12 years. Dr. Weinstein is a former Trustee of the Illinois Optometric Association and has been a Trustee of the Illinois College of Optometry since 1938. In addition to his activities on a civic and social level in Rockford, he is an active member of the Illinois Society for the Prevention of Blindness, Better Vision Institute, Fellow, American Academy of Optometry, Illinois Optometric Association and the American Optometric Association.

Dr. Weinstein lives in Rockford, Illinois. He has two daughters and six grandchildren.

## ICO LIBRARY MAKES URGENT PLEA FOR HELP!

The book: "The Visual Fields," by D.O. Harrington (St. Louis, C.V. Mosby, 1956), is suddenly out-of-print. We need 50 copies for our students in the Perimetry course.

If anyone has a copy they could loan us until the new edition is out in November 1964, we would greatly appreciate it.

Please mail to:  
 Mr. J. L. Jones, Librarian,  
 The Carl F. Shepard Memorial Library  
 Illinois College of Optometry  
 3241 South Michigan Avenue  
 Chicago, Illinois 60616

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**WISCONSIN CLUB**

The Wisconsin Club has been recently activated at ICO. First order of business for the ten members was election of officers: president Jack Brueckner, vice president Henry C. Lindman, and secretary treasurer Kenneth G. Forsythe.

The group has achieved student membership in the Wisconsin Optometric Association and through exchange of information plans to study optometric practice in Wisconsin. The members are considering the development of a screening project in association with the Michigan Club, and are also planning guest lectures during the school year.



Members of the Wisconsin Club:  
Standing l. to r.: Leif E. Erickson  
1 yr. (Hayward), Lee R. Jacobson II yr.  
(Cumberland), James M. Ulesich II yr.  
(Greenwood), Henry C. Lindman II yr.  
(Milwaukee), Kenneth G. Forsythe I yr.  
(Tomah), Jack H. Brueckner II yr.  
(Green Bay). Seated l. to r.: Harold W.  
Diers III yr. (Sheboygan), Michael D.  
Simpson II yr. (Minomonie), Duane H.  
Sutter III yr. (Blue Mounds). Absent  
from picture is Thomas A. Elson I yr.  
(Menominee).

You think he did this on purpose?



According to the story, Dr. Jessen was leaving his apartment on Sunday, January 12 during the terrific high wind which knocked him down causing a broken leg. We were all sorry to hear of this accident — but doesn't he look happy? This photo was taken in his room at the Wesley Memorial Hospital in Chicago.

**MEET OUR FACULTY**

**Edward C. Tobiasz, O.D., D.O.S.**  
Associate Professor of  
Biological Sciences  
Illinois College of Optometry



**E. Richard Tennant, O.D.**  
Professor of Optometry

Dr. Tobiasz was born and raised in Chicago, Illinois. He graduated from Roosevelt High School and received his B.S. degree from Illinois Institute of Technology in 1934. He received the O.D. degree from Chicago College of Optometry in 1947 and the D.O.S. degree in 1946.

Dr. Tobiasz began teaching evenings for the Chicago Board of Education in their adult education program and continued until 1962. He was a naturalist at the Field Museum of Natural History from 1934 to 1940. During World War II, he was assigned to General Motors Division in Melrose Park, Illinois as counter sabotage agent, where aviation engines were being built and worked under the supervision of the Air Force.

Dr. Tobiasz became associated with the Monroe College of Optometry in 1944 as an instructor in Anatomy and Physiology. He was director of guidance and athletic director from 1948 to 1950 when the location and name of the school changed from Monroe to Chicago College of Optometry. He was faculty advisor to Omega Epsilon Phi fraternity from 1945 to 1958. Dr. Tobiasz is Associate Professor of Biological Sciences at Illinois College of Optometry. He is a consultant to the Biological Research Company of Chicago.

He is a member of the American Association for the Advancement of Science, American Academy of Optometry, Illinois Optometric Association, American Optometric Association, National Association of Adult Educators, American Association of University Professors, Tomb and Key Honor Fraternity, Vision Conservation Committee and, Edison Park Lions Club. He is listed in the 1960-61 edit-

Dr. Tennant was born and raised in Vienna, Austria, where he received his primary schooling and attended the University of Vienna. He left Austria in 1939, spending some time in England before arriving in the United States. He received his O.D. degree from Monroe College of Optometry and later a D.O.S. degree from Chicago College of Optometry.

Dr. Tennant has been a faculty member of the Illinois College of Optometry since 1945 teaching Geometrical Optics, Physical Optics and Ophthalmic Lenses. For ten years, he was the Director of Clinics at Illinois College of Optometry. Presently, he is Professor of Optometry at ICO and, in addition to his teaching duties, maintains an active practice on the Northside of Chicago.

His hobby is Chess. His brother, Arthur, is a practicing Optometrist in Manchester, England, and nephew, Peter, has just begun to intern as an Optometrist, also, in Manchester, England.

Dr. and Mrs. Tennant, and their two sons, Michael and James, reside on the Northwest side of Chicago, Illinois.

ion of Leaders in American Science.

Among his written contributions to optometry are articles in the Journal of the American Academy of Optometry, Illinois Optometric Journal, and the Optometric Weekly.

Dr. Tobiasz and his wife, Florence Irene, live in Glenview, Illinois. They have four children; Dolores, Christina, Lawrence, and Maureen. Dr. Tobiasz maintains a practice at 6075 North Northwest Highway, Chicago, Illinois.

-----DETACH AND MAIL AT ONCE-----

**ADVANCE REGISTRATION FORM****ILLINOIS COLLEGE OF OPTOMETRY, 3241 South Michigan Avenue, Chicago 16, Illinois**

Please confirm at once my registration for your Post Graduate Seminar, Vision Care of the Aging Patient, to be held at the College on succeeding Sundays, April 19 and April 26, 1964.

I enclose the \$25 Advance Registration Fee, which you require; and will pay the \$25 balance on April 19th. I understand that the Tuition of \$50 includes luncheon on both days of the Seminar.

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

-----DETACH AND MAIL AT ONCE-----

**POST GRADUATE SEMINAR  
VISION CARE OF THE AGING PATIENT**

Sponsored by

ILLINOIS COLLEGE OF OPTOMETRY



**SUNDAY**  
**April 19**  
9:00 A.M.-5:30 P.M.

**SUNDAY**  
**April 26**  
9:00 A.M.-5:30 P.M.

and its Alumni Association

at the College

3241 South Michigan Avenue - Chicago, Illinois

**A PROGRAM DESIGNED TO PRESENT KNOWLEDGE OF THE  
NEWEST DEVELOPMENTS IN VISION CARE OF THE AGING PATIENT**



Paul F. Shulman, O.D.  
Associate Professor  
of  
Ocular Pathology



E. Richard  
Tennant, O.D.  
Professor  
of  
Optometry



Alfred A.  
Rosenbloom, Jr., O.D.  
Dean  
Illinois College  
of  
Optometry



Roy Teshima, O.D.  
Associate Professor  
of  
Optometry

- I. Modern Refractive Methods and Prescription Analysis
  - A. Binocular Examination Principles and Procedures at Far and at Nearpoint
  - B. Basic Review of Properties and Design Characteristics of Modern Ophthalmic Lenses
- II. Vision Care of the Aging Patient
  - A. Anatomical, Physiological, Psychological, and Visual Changes with Age
  - B. Pathology of the Aging Eye
    - 1. External Ocular Pathology
    - 2. Internal Ocular Pathology
  - C. A Review of Tonometric Techniques
  - D. Visual Field Aspects of Aging
    - 1. Visual Field Screening Techniques
    - 2. Tangent Screen Technique
    - 3. Casenometry
    - 4. The Pathological Visual Field
- III. The Visual Examination of the Aging and Partially Sighted Patient
  - A. Case History
  - B. Techniques of Examination
  - C. Factors in Determining Final Correction
  - D. Illustrative Case Histories

TUITION \$50 (includes two luncheons)

College certificates will be issued to all optometrists in attendance.

ENCLOSE \$25 with Advance Registration Form.

Special Hotel Rates at 50th-on-the-Lake Motel, 50th &amp; Lake Shore Dr., - make your own reservations mentioning the Seminar.

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... Be a Member ... Get a Member ...

# FREE — FABULOUS VACATION\* FOR TWO — FREE

Nothing to buy — Our only product is a better future for you!  
No salesmen will call on YOU. Become a salesman for Optometry!

#### RULES

1. JOIN THE ALUMNI ASSOCIATION — Your name will automatically be entered for the drawing.
2. SIGN-UP A MEMBER — Your name (and the new member) will be entered once for each member you get to join.
3. JOIN THE ENDOWMENT FUND PROGRAM — Your name will be entered again for the drawing.
4. EVERY ICO GRADUATE MAY PARTICIPATE except that no National Alumni Officer nor any employee of ICO will be eligible.
5. Contest closes and DRAWING TO BE HELD AT ANNUAL CABARET PARTY at AOA Congress in New York City.
6. You do not have to be present to win.

\*A professional travel agency is presently completing the arrangements for this fabulous — once in a lifetime — vacation. All expenses, including air travel, will be provided. Details will be announced in the next edition of THE ICO NEWSLETTER.

REMEMBER: YOU BECOME ELIGIBLE to win simply by paying your Alumni dues. BUT THE MORE YOU HELP YOUR ALUMNI ASSOCIATION the more chances you have to win!

ONE OF YOU dues paying members must win! It could be you!

----- DETACH AND MAIL AT ONCE -----

BE A MEMBER • GET A MEMBER • BE A MEMBER • GET A MEMBER • BE A MEMBER • GET A MEMBER

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

Telephone Number \_\_\_\_\_ Home \_\_\_\_\_ Office \_\_\_\_\_

Enclosing check for:

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

Telephone Number \_\_\_\_\_ Home \_\_\_\_\_ Office \_\_\_\_\_

In the amount of: \_\_\_\_\_ \$12.00, Regular Annual Membership Dues (1)

\_\_\_\_\_ \$25.00 or more, Sustaining Membership (2)

OR: \_\_\_\_\_ authorization for participation in ENDOWMENT FUND PROGRAM (3)

NOTE: You may "sign-up" yourself on one or all of these programs. However, please use a different blank for each different person.

Additional forms will be provided upon request.

BE A MEMBER • GET A MEMBER • BE A MEMBER • GET A MEMBER • BE A MEMBER • GET A MEMBER

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100 MEMBERSHIP FORM

# FREE — FABULOUS ACADEMIA FOR TWO — FREE

highlight of year — Our own members in a better future for you  
of education will call on YCO become a source for professional

RULES

1. JOIN THE ALUMNI ASSOCIATION — Your dues will automatically be assessed for the dues of the
2. SIGN-UP A MEMBER — Your dues will be waived once for each member you sign up for.
3. JOIN THE ENDOWMENT FUND PROGRAM — Your dues will be waived during your application to ICO
4. BE A GRADUATE PARTICIPATE — You can join the National Alumni Office for the duration of your
5. CLOTHES DRIVE — Our members will be asked to contribute to our
6. YOUR CLUB — You can be part of the club to which

- A biology lesson from our students for this purpose — come in a limited
- 7. A graduation gift to our students for their achievement. All students will be announced at the next edition of the
- 8. THE CO HOGAN LETTER — REMEMBER YOU HAVE BUT THE MORE YOU HELP
- 9. YOUR ALUMNI ASSOCIATION will be asked to help you with your dues to our
- 10. ONE OF YOU can be asked to help us with our

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\$15.00 Regular Annual Membership Dues

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OR: Application for participation in ENDOWMENT FUND PROGRAM

NOTE: You can "sign-up" yourself no one else. However, please use a different place for each

Signature \_\_\_\_\_

Additional place this is being used

**ALUMNUS HONORED**

Dr. Charles Sidney Whitaker (NICO '27) of Nashville, Tennessee, was named "Optometrist of the Year" by the Middle Tennessee Optometric Association.

Dr. Whitaker is a member of the Middle Tennessee Optometric Association, Tennessee Optometric Association, American Optometric Association, Optometric Extension Program, Omega Delta Fraternity, and on the local level, belongs to the Isaac Litton Men's Club, Band Boosters and PTA, and is a Royal Arch Mason of the Nashville Council, Knights Templar.

He is married to the former Margaret Lorene Bergob of Loretto, Tennessee, and has five daughters: Carolyn, Linda Kay, Mary Katherine, Margaret, and Charlsie Sue, and two granddaughters and three grandsons.

**COUNCIL ON ETHICS  
ELECTION**

Pictured below are the newly elected officers of the Council on Ethics.

The Council has sponsored several interesting evening programs at ICO. Among the guest lecturers were, Dr. Jack Copeland of Bausch and Lomb Optical Company and Dr. William Feinblom, authority on Subnormal Vision. Evening meetings are being planned for the future as well as initiation of new members.



Jack H. Brueckner, 2nd. Yr., Green Bay, Wis. - Pres.; Ronald S. Kraar, 2nd. Yr., Park Forest, Ill. - Vice-Pres.; Merrill D. Bowan, 2nd. Yr., Baden, Pa. Sec.-Treas.

**CONCEPT OF COOPERATION**

AN ORIGINAL ARTICLE WRITTEN FOR  
THE ICO NEWSLETTER  
BY  
**M. C. WILLIAMSON**  
**BAUSCH & LOMB OPTICAL COMPANY**  
**ROCHESTER 2, NEW YORK**

Perhaps this Latin word "cooperation" has lost some of its meaning through too much use and abuse. It seems to be a little more realistic and human if expressed in terms of its Anglo-Saxon equivalent — working together.

When men join forces in a common cause, the measure of their success is frequently determined by their ability to work together.

If the optical industry — and the ophthalmic professions which it serves — are to realize their maximum potential for healthy, normal growth, they must learn to work together more effectively than they ever have before. This statement involves two premises which should be further considered.

The first premise is that our progress has not kept pace with the national economy. This is a generally recognized fact and could be substantiated by statistics. Let's not attempt to prove it but rather simply agree that this is so. We all know that the American public needs and can afford more visual care and more eyewear than it has at the present time.

The second premise is that we have not worked together as effectively as we could. Is proof of this necessary? As in all industries, we have competition at all levels — manufacturing, wholesale, and "retail" — the services of the ophthalmic professions to their patients. But this normal competition is further emphasized by manufacturers who cannot always agree on common standards or concepts; by differing categories in the wholesale field; by rivalries among the professional groups.

The purpose of this thesis is to suggest that in the past we have not worked together as effectively as we could or should; that we must study ways in which we can work together more effectively; that our ability to achieve harmony can determine not only the progress of our profession, but also that of all allied industries and services.

This matter of "common goals" is especially important. To be sure, we have more than our share of differences; but we should be concerned with matters of agreement, not matters of disagreement. So many problems of mutual interest have yet to be solved that we should

be devoting all of our time and our attention to their solution.

In the past, we have witnessed lengthy debates concerning phraseology and terminology by professional men who were protecting the prerogatives of the groups of which they are a part. For more than a quarter of a century we have stumbled along, surviving despite the fact that our common goals have been too often vitiated by our areas of difference. Can't we all agree that the major objective of proper eyecare for the American people is bigger than any of the individual interests of optometry, opticianry, ophthalmology, wholesaling, or manufacturing?

And the significant thing about these differences is that we — and only we — have made them important! The man on the street — the fellow who needs professional eyecare — is sublimely unaware of the fine distinctions with which we try to shade our phrases and our thinking.

Not many of us can change our habits of thought overnight. We will continue to guard our prerogatives and our responsibilities. We will still want to make sure that our ideas and our organizations are properly reflected in all deliberations and decisions. We will still undoubtedly battle over matters that are important only to us.

And yet we can and should always remember our primary purpose. We can work together to improve the vision of mankind. We can function in those areas that are for the good of the patient, the professions, and the industry. These are worthy goals — goals that we should never forget.

It has often been said that our principal competition is not within the industry, but without. How true this is! Our real competitor is not the other optometrist or optician down the street. Rather, we are vying for attention . . . and for dollars . . . with the people who are making and selling automobiles, television sets, clothing, cosmetics, and a million and one other commodities . . . and who, in fact, are selling them so effectively that Mr. and Mrs. Consumer seldom care to make a proper investment in adequate eyecare.

This is the challenge which we must meet — the challenge that can only be met effectively by working together.

## THE FOCAL POINT

(Cont. from page 1)

doing your duty more attractive, the officers of your Alumni Association have decided to provide extra incentive and to reward those who really work for progress. How would you like to have an all-expense paid, fabulous "red carpet" weeks vacation for two, at the swankiest resort you can imagine. It can be yours simply by being a good member—no obligation—and no salesman will call! See details elsewhere in THE NEWSLETTER.

FROM THE MAIL BAG: "I noted the slogan, 'HELP FIGHT EYE DISEASE - See Your OPTOMETRIST Once a Year' . . . on the ICO NEWSLETTER . . . Permit me to commend the use of this slogan and to express the hope that it will be used not only on all optometric publications, but will find its way into all optometric pamphlets, publicity and public relations . . . Kindest personal regards and good wishes . . . Andrew Fisher, O.D., Trenton, New Jersey . . . Thanks very much, Andy. We certainly appreciate your kind comments . . . You may be interested

### Optometrist visits Guatemala

Dr. Harold Shnider (NICO '48) of East Lansing, Michigan, returned recently from a combined vacation-social service trip to Guatemala. The trip was made under the auspices of the Holidays for Humanity program, founded by Dr. Joseph C. Leshock of Lansing to aid the medically indigent in foreign lands.



Dr. Shnider was supplied with 300 pairs of glasses from the New Eyes for the Needy organization of Short Hills, New Jersey.

Visiting many remote communities, the optometrist found most of the natives to be farsighted and fitted 244 with hyperopic prescriptions. Only six natives reporting to the clinics were nearsighted.

Dr. Shnider also visited modern cities such as Guatemala City and Hueuetenango.

to learn that we have some new and different slogans for 1964 . . . Some of these may stimulate progressive thinking in proper places . . .

SEVEN STEPS TO STAGNATION:  
1. We've never done it that way. 2. We're not ready for that. 3. We're doing all right without it. 4. We tried that once before. 5. It costs too much. 6. That's not our responsibility. 7. It just won't work . . . What's your problem, sport???

DIDJA KNOW??? 83 million people in U.S. wear glasses . . . 7½ million have sun-glasses but that 44 million have non-prescription sun-glasses . . . Annual consumer expenditure for ophthalmic services and materials is ½ billion BUT for tobacco products, \$6½ billion; for cosmetics and beauty treatments, 4½ billion; and for alcoholic beverages, \$9 billion . . . More than 84 million Americans need their eyes examined NOW!!!

Here's another new, never before published, unpurged ad from our department created for this purpose.



Hell, lady...Even B&L flames won't always last ten years!

"WORD FOR TODAY" . . . A pessimist is a person who complains about the noise when opportunity knocks. What have you done with our Christmas present from CORONET . . . AOA will provide reprints for a small fee . . . Write and let us know what you do with them . . . A dominating personality isn't much use if the other guy is driving a ten-ton truck . . . This is the largest vehicle we have had occasion to ride in many years . . .

FLASH: Latest intelligence to reach this office indicates that CLASS OF '48 will have reunion during AOA Congress . . . Any others??? Be assured that this rag will be happy to carry announcements and info for you . . . Your AA will assist in any way possible with any AA program . . .

Finally there was the minister's calling card that read: "What on earth are you doing for Heaven's sake? . . . Don't forget: the address is Dr. F. O. Cal, ICO AA, Dept. #13, %ICO . . .

## OUR ALUMNI

We have just heard from Curtis Radebaugh '63. His classmates may be interested to know that he is in service and stationed at the following address:

Dr. Curtis G. Radebaugh  
812 Medical Group, SAC  
Walker Air Force Base, New Mexico.

Congratulations to Dr. and Mrs. Richard C. Hessenius on the birth of their first child, Tammy Lynn. Tammy was born on November 19, 1963 weighing 5 lbs. 9 oz. Dr. Hessenius '62, is a practicing optometrist in Freeport, Illinois.

Our best wishes for success go to Dr. Edward F. Stein '55 who recently opened his new office in the —

Jahn Building  
Livonia Shopping Center  
1627 Farmington Road  
Livonia, Michigan.

Dr. David R. Atwood '60 formerly at Williams Air Force Base, Arizona, announced the opening of his private practice at —

105 South Stapley Drive,  
Mesa, Arizona.

Best wishes, Dave, from all at ICO.

Recent visitors to the College were:

Dr. E. S. Colish '48  
Life Member ICO Alumni Assn.  
Flint, Michigan.

Dr. James A. Poland '60  
Frostburg, Maryland.

Dr. and Mrs. Donald D. Dunton '61  
Offutt A.F.B., Nebraska.

Dr. and Mrs. Richard C. Macaluso '54  
Fremont, Nebraska.

Dr. Arian G. Korver '54  
Sheldon, Iowa.

Dr. Ralph T. Gill '54  
Perry, Iowa.

We are always happy to see our Alumni and extend a cordial invitation to all of you to visit your College whenever you can.

The following poem was written by senior student George E. Rich of Chicago, Illinois and read at the ICO Christmas Assembly.

Twas the night before finals  
and all through my head  
Not a brain cell was stirring  
and my eyes were all red.

My notes were disheveled  
and scattered with glee  
as I counted the days  
to that precious degree.

I just tucked my little son  
snugly in bed  
as visions of ICO  
danced in my head.

My wife in her curlers  
and I with a beer  
had just thought about  
that delightful first year.

Dr. Otts test was first  
now there was a chore  
as I wrote down exam number  
1289632157684.

Then one after one  
the exams quickly came  
and when it was over  
our hands were quite lame.

When out in the hall  
there arose such a clatter,  
yet the noise surprised no one —  
they knew what was the matter.

For what to our wondering eyes  
did appear  
But June 1st on the calendar,  
the end of the year.

But the summer soon ended  
and the new years begun,  
and boy are we in for  
a whole lot of fun.

For good old Doc Shulman  
was so lively and quick  
that we thought for a moment  
that our eyes played a trick.

More rapid than eagles  
his lecture notes came  
As he expounded and expanded  
and called them by name.

On Sheard, on Bestor,  
On Copeland and Pascall.  
On May and McFadden,  
On Tait and Southall.

From the start of the lecture  
to wit, after the bell,  
it behooved us to be cognizant  
of his notes very well.

Then we ran the whole gamut  
from Statistics to Math  
and were bathed in the glory  
of Systemic Path.

Another year ended,  
More bridges to cross  
and next thing you know  
Dr. Yasko's your boss.

Our 3rd year finally came  
and we all hoped to pass —  
a most common desire  
in Dr. Teshima's class.

Visual training was next  
and I just turned around,  
When Dr. Manas came into  
the room with a bound.

## ICO NEWSLETTER

## ICO BOOKSTORE

## NEAR POINT CARDS

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<input type="checkbox"/> Snellen Rating -- B & L .....	each	.33
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Illinois College of Optometry  
3241 South Michigan Avenue  
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## Gentlemen:

Enclosed is check in the amount of \$ \_\_\_\_\_ for which  
please send the books checked above.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY-STATE \_\_\_\_\_

POSTAGE: Near Point Cards -- add 5¢ postage. Books -- add 15¢ postage each

Illinois Residents add 4% to the amount of order for sales tax.

## FROM OUR ALUMNI

Dr. Alfred A. Rosenbloom  
Dean  
Illinois College of Optometry

Dear Dr. Rosenbloom:

It was my pleasure to be assisted in my office by one of your students during his Christmas vacation, and while this experience is fresh in my mind I shall this note to you.

If Carl Whitehouse is any indication of the calibre, the attitude, and the knowledge of a first year I.C.O. student, may I say then that you and your faculty members are doing a tremendous job.

Congratulations to you, optometry's future can only be a bright one.

Sincerely,  
C.J. Maginel, O.D. '49  
Galva, Illinois

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# ANNUAL DUES PAID 1964

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Continued from Page 12

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## SOUTHWEST WISCONSIN OPTOMETRIC SOCIETY HELPS STUDENT LOAN FUND

The Southwest Wisconsin Optometric Society has made a substantial contribution to the Platteville State Teachers College and Institute of Technology for the Student Loan Fund, as a gesture of appreciation for the inclusion of Pre-optometry courses in the college catalog.



Shown on the photo are, Dr. Ernest Schultz '49, and Dr. David P. Canny '60, both of Platteville, Wisconsin, presenting check to Dr. Bernard B. Harris (center) Dean, Platteville State Teachers College and Institute of Technology.

## ICO LIBRARY PLEA FOR HELP IS SUCCESSFUL

Our plea for 'out-of-print' copies of Zoethout's "Physiological Optics," and MacElree's "Manual of Ocular Pathology" was very successful and gratifying.

On behalf of the faculty and students here at ICO, I wish to thank the following optometrists for their generosity in donating their personal copies of these books:

Dr. John C. Brannan, Boulder, Colo.; Dr. J. E. Folsom, Panzano Beach, Fla.; Dr. Howard R. Fields, St. Joseph, Mo.; Dr. Stanley F. Maer, Granite City, Ill.; Dr. John T. Gray, McHenry, Ill.; Dr. G. E. Moser, Chicago, Ill.; Dr. W. W. Sauer, Paxton, Ill.; Dr. L. J. Galperin, Huntington, W. Va.; Dr. G. R. Fehr, Salt Lake City, Utah; Dr. Saul Rosner, Detroit, Mich.; Dr. D. L. Wennerberg, DeFuniak Springs, Fla.; Dr. F. R. Kushner, Sheldon, Ia.; Dr. William D. Dellande, Columbia, Missouri (4th ed.); Dr. Philip Benjamin, St. Petersburg, Florida (3rd ed.).

In addition to this list, a special thanks also goes to the following optometrists who offered to loan us their personal copies if needed:

Dr. Wm. L. Berge, Huntington, Ind.; Dr. Floyd H. Lyons, Fayette, Mo.; Dr. D. H. Adler, Meridian, Miss.; Dr. Raymond Alver, Hoopston, Ill.



Sandy Raihill, a Senior student is shown presenting a check to William O. McGill, Ex. Director of the Chicago Lighthouse for the Blind. Looking on are Dr. A. A. Rosenbloom, Dean of ICO, and George Rich, President of the ICO Student Council. The check is the result of the baseball pool sponsored by the students at ICO.

# ICO News Letter

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